



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

287 Middle Road Advertising and Marketing Program

Montecito | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 DIGITAL

- 5 Impressions Campaign
- 12 Impressions Scheduling
- 13 Comprehensive Digital
- 15 Google AdWords
- 20 Elite Traveler
- 21 WSJ.com

22 PRINT

- 23 The Wall Street Journal
- 24 Financial Times

25 SCHEDULE, PRICING & REACH

- 26 2024



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 287 Middle Road

SKY Advertising is excited to present to Montecito Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 287 Middle Road.

Your strategic blueprint is composed of select print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Montecito.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **287 Middle Road**
- Flight Dates: **April 2024 - June 2024**
- Impressions: **750,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes

The
Economist



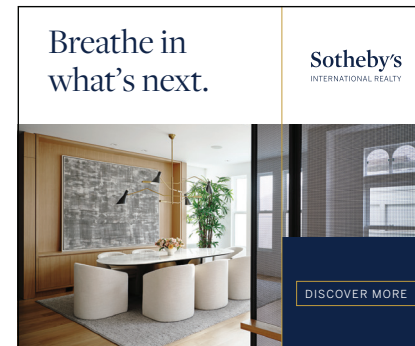
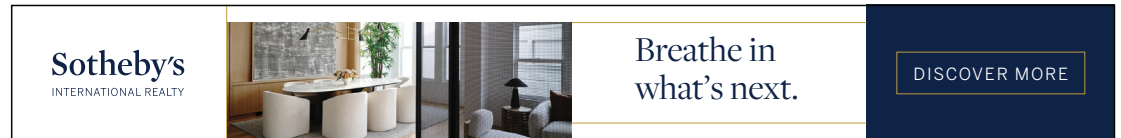
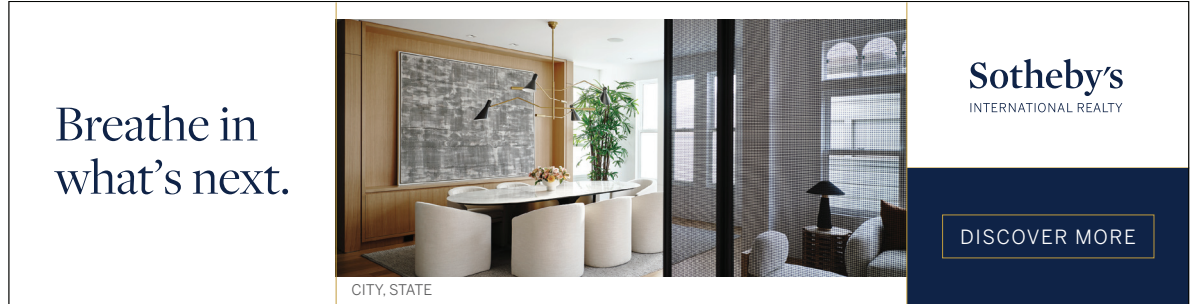
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

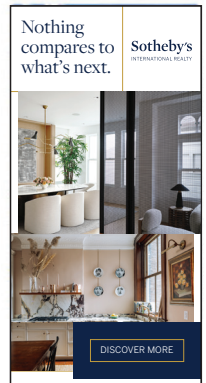
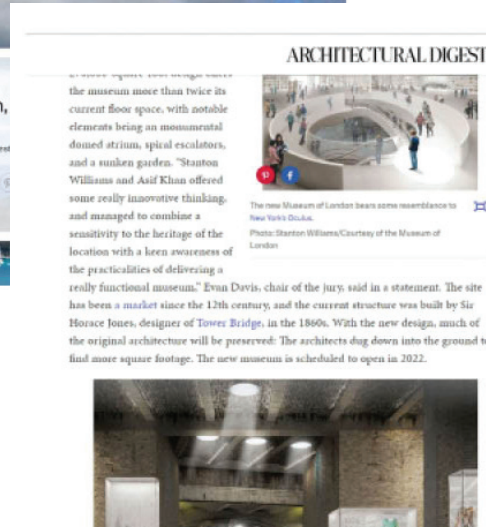
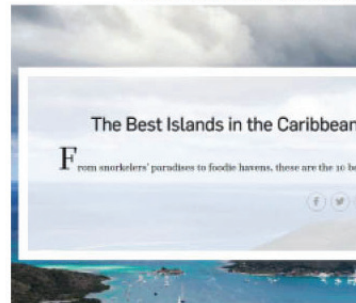
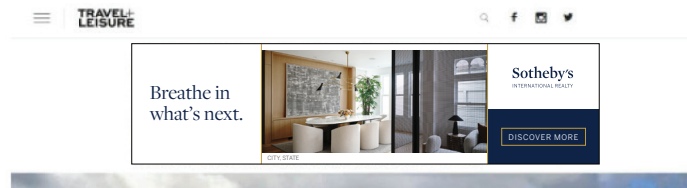
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

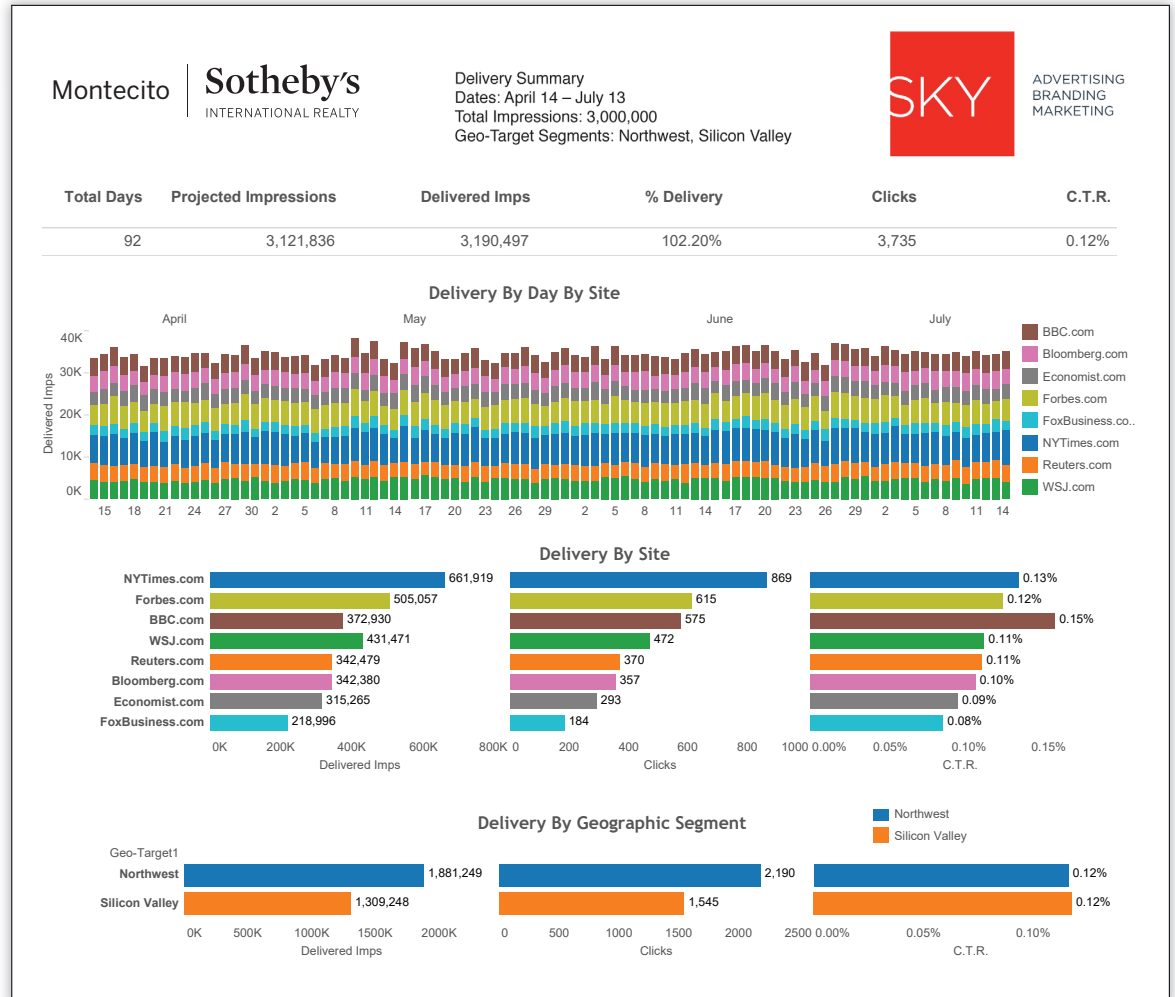


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

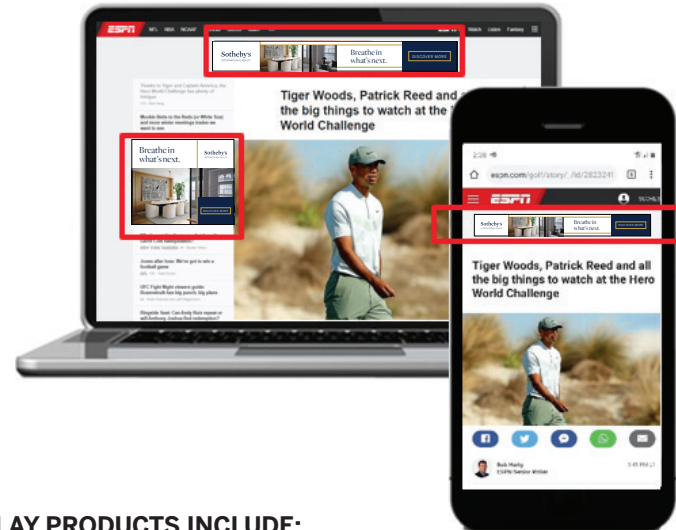
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

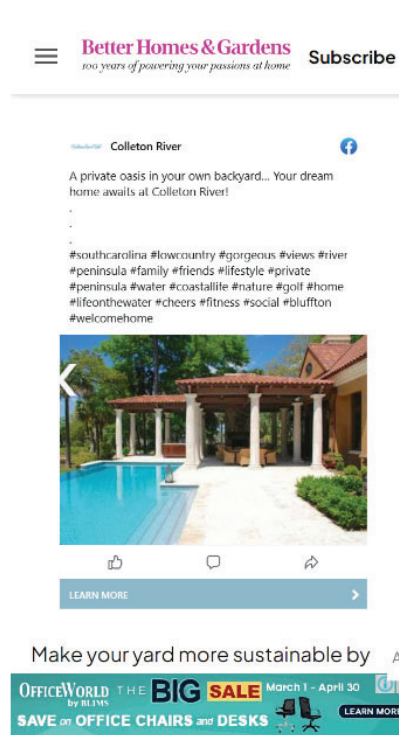
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

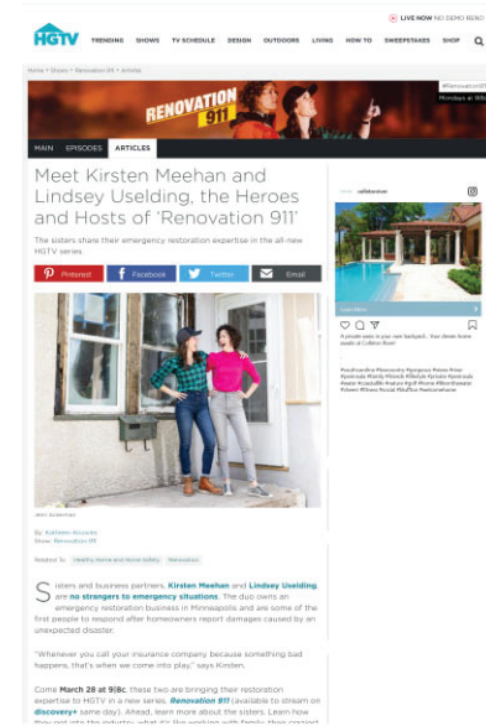
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

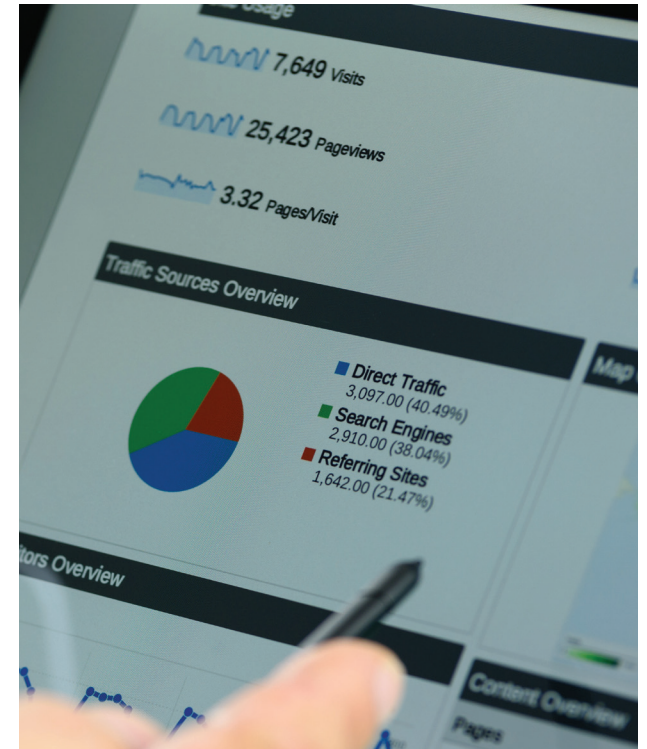


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

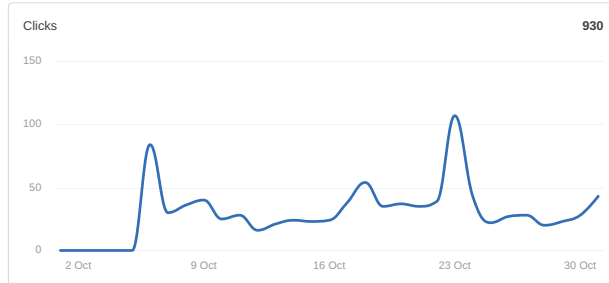
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



287 Middle Road

Google Ads Impressions 85,229	Google Ads Clicks 930	Google Ads CTR 1.09%	Google Ads Phone Calls 9	Average Cost-Per-Click \$1.52	Google Ads Interaction R... 1.14%
-----------------------------------------	---------------------------------	--------------------------------	------------------------------------	-----------------------------------------	---------------------------------------------



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

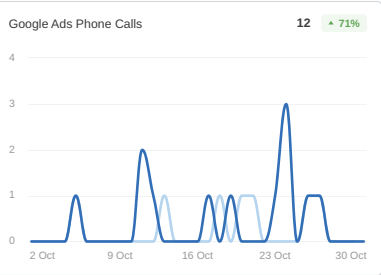
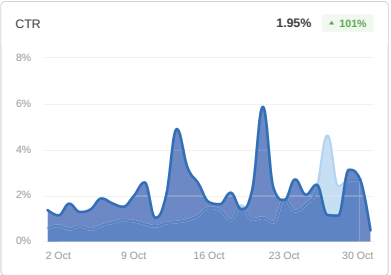
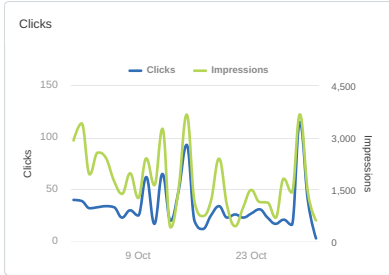
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



287 Middle Road

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

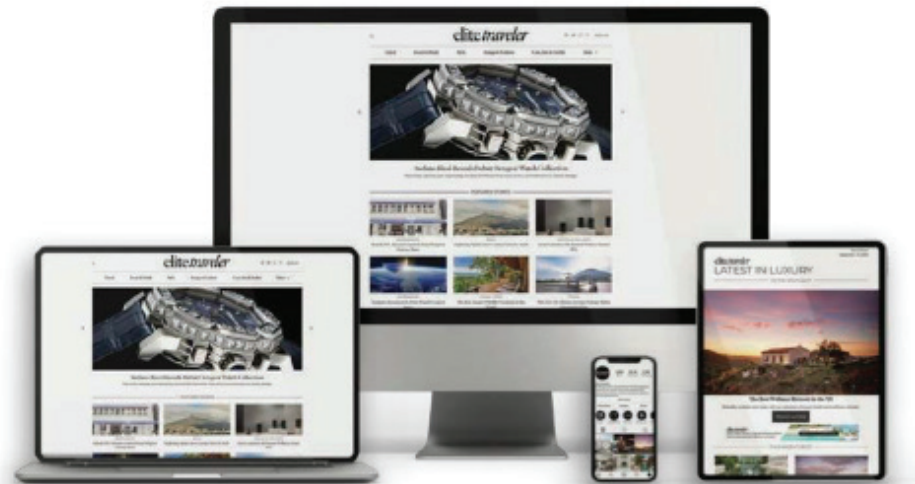
Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR



The Wall Street Journal Online (WSJ.com)

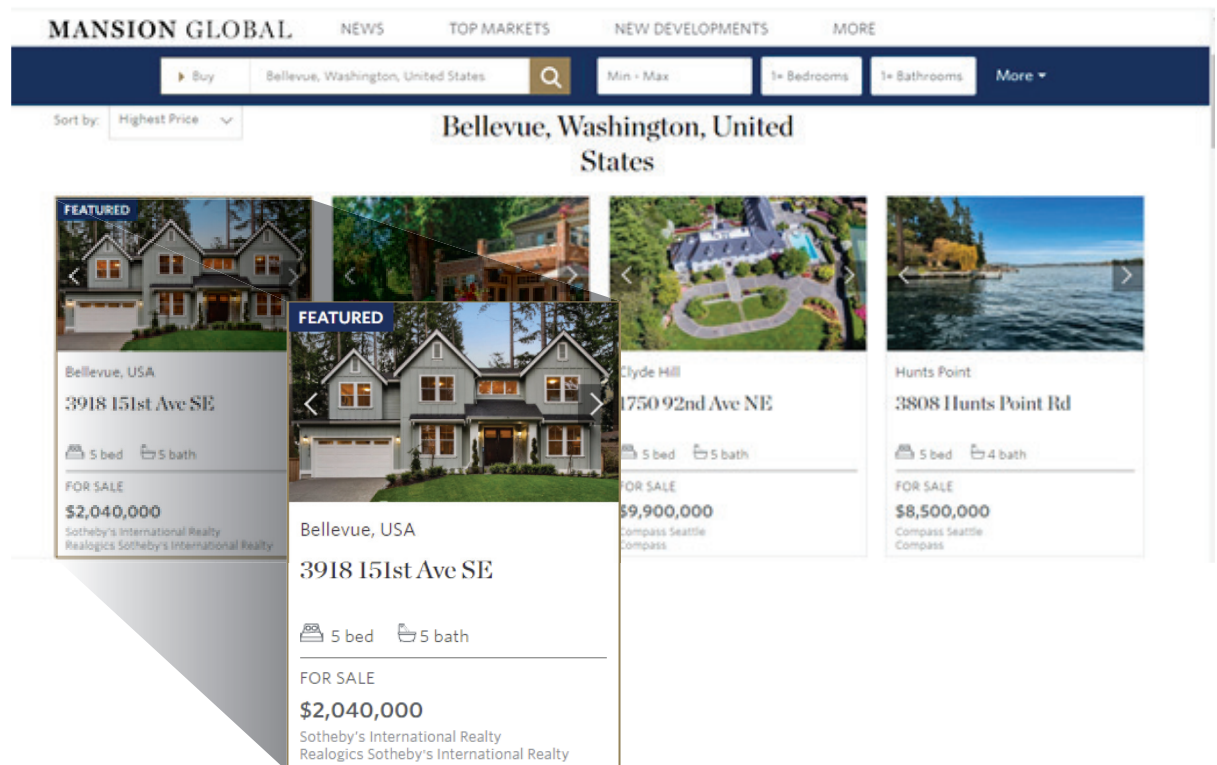
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

10 PROPERTIES: \$1,200

Included with print placement



Print Offerings



Sotheby's
INTERNATIONAL REALTY

Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PRICE: \$750 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
 george.damianos@sirbahamas.com
 +1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Never let the Will
 Will knowledge dispenses free knowledge
 BY ANNE BRADY

Sign of the Times
 South Korea's bid to buy end of London price falls
 BY HENRIETTA PAWELL

Study in style
 Harrolds in a chic
 BY JESSICA PAGE

The home of the prime property: [propertyspotting.com](#)

Follow us on Twitter @FTProperty

FTWeekend US Edition

Food and drink festive special

Tips from top global chefs

Lunch with the FT
 FT chief Bernie Ecclestone: "I break the rules"

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kazan's Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	SCOTTSDALE, ARIZONA 9979 East Bismarck Drive \$4,000,000 sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	SCOTTSDALE, ARIZONA 12881 North Church Road \$2,000,000 sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$6,700,000 sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.288.0280
PALO ALTO, CALIFORNIA 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.481.4776	PESQUIM, CALIFORNIA 3973 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS VAN HEUTEN CANG michael.deyfus@sirbahamas.com +1 408.481.4776	ROSE, CALIFORNIA 275 Joplin.com \$4,000,000 Golden Gate Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.0280	SAN DIEGO, CALIFORNIA 2716 N Coast Street \$1,000,000 sirbahamas.com/id/46936 Pacific Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 760.213.1218	SAN FRANCISCO, CALIFORNIA Nob Hill.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.778.1889
BIRMINGHAM, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.373.2883	WESTON, CONNECTICUT 1000 Park Drive.com \$4,000,000 Easton Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.358.2742	APT. LAROS, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46937 Bahamas Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 305.522.4633	APT. LAROS, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46938 Bahamas Sotheby's International Realty SUSAN BRYAN KARYN THULE susan.bryan@sirbahamas.com +1 305.522.7700	WEST PALM BEACH, FLORIDA 11100000 Island Drive \$1,000,000 sirbahamas.com/id/46939 Bahamas Sotheby's International Realty CODY D'ABBE MAZIE REGAN cody.dabbe@sirbahamas.com +1 772.781.3889
ALFORD, MASSACHUSETTS 10200000.com \$4,000,000 Boston Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.627.4599	BOSTON, MASSACHUSETTS 10200000.com \$4,000,000 Boston Sotheby's International Realty LOIS KUNIN JEFF SIMONIAN lois.kunin@sirbahamas.com +1 413.627.1105	LEOLA, MASSACHUSETTS 10200000.com \$4,000,000 Boston Sotheby's International Realty GEORGE CAIN george.cain@sirbahamas.com +1 978.363.8955	ROSELLE TOWNSHIP, NEW JERSEY 10200000.com \$4,000,000 Roselle Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050	PANICHTON, NEW JERSEY 10200000.com \$4,000,000 Panichton Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 409.941.2050
NEW YORK, NEW YORK 10200000.com \$4,000,000 New York Sotheby's International Realty MARCO BLUM marco.blum@sirbahamas.com +1 212.605.8223	NEW YORK, NEW YORK 10200000.com \$4,000,000 New York Sotheby's International Realty MARCO BLUM MIKAI FIELD marco.blum@sirbahamas.com +1 212.605.8223	NEW YORK, NEW YORK 10200000.com \$4,000,000 New York Sotheby's International Realty MARCO BLUM MIKAI FIELD marco.blum@sirbahamas.com +1 212.605.8223	NEW YORK, NEW YORK 10200000.com \$4,000,000 New York Sotheby's International Realty MARCO BLUM MIKAI FIELD marco.blum@sirbahamas.com +1 212.605.8223	SCOTTSDALE, NEW YORK 10200000.com \$4,000,000 Scottsdale Sotheby's International Realty MARCO BLUM marco.blum@sirbahamas.com +1 212.605.8223
UNWILLE, NORTH CAROLINA 10200000.com \$4,000,000 Unwille Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.0235	PROVIDENCE, RHODE ISLAND 10200000.com \$4,000,000 Providence Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 781.288.4932	CHARLESTON, SOUTH CAROLINA 10200000.com \$4,000,000 Charleston Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.782.8287	STATE OF PAINE, SOUTH CAROLINA 10200000.com \$4,000,000 State of Paine Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 405.532.0246	AUSTIN, TEXAS 10200000.com \$4,000,000 Austin Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 405.532.0246
AUSTIN, TEXAS 10200000.com \$4,000,000 Austin Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.423.0235	HOUSTON, TEXAS 10200000.com \$4,000,000 Houston Sotheby's International Realty VICTORIA HINTON victoria.hinton@sirbahamas.com +1 781.288.4932	WIMBERLEY, TEXAS 10200000.com \$4,000,000 Wimberley Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.782.8287	KANAS, UTAH 10200000.com \$4,000,000 Kanas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 405.532.0246	KANAS, UTAH 10200000.com \$4,000,000 Kanas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 405.532.0246

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Dallas					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Elite Traveler						
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500		\$ 2,500.00	100,000
WSJ.com						
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus		\$ -	
Print						
Financial Times						
Financial Times	Property Spot	\$ 750.00	\$ 750.00		\$ 1,500.00	420,914
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00		\$ 1,590.00	1,288,848
TOTAL					\$ 21,475.00	3,309,762
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						